GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:4738
ANSWERED ON:30.03.2017
Handicraft Sector
Ranjan (Pappu Yadav) Shri Rajesh;Ranjan Smt. Ranjeet

Will the Minister of TEXTILES be pleased to state:

(a) whether the Government proposes to work for the betterment of tribal people and the persons working in the handicraft sector with the cooperation of various Ministries to ensure that the handicrafts/artefacts of tribal people could get a better market;

(b) if so, the market coverage of the traditional products at present;

(c) the steps taken to reduce the distance between the markets and the places where traditional products/handicrafts are being produced; and

(d) the efforts being made by the Government to encourage traditional textile industry in the country?

Answer

MINISTER OF STATE FOR TEXTILES
(SHRI AJAY TAMTA)

(a): Office of the Development Commissioner [Handicrafts] implements various schemes for promotion, development, and betterment of handicraft artisans including tribal people and the persons working in the handicraft sector. The schemes clubbed under one umbrella namely "National Handicraft Development Programme [NHDP]" has following components:-

I. A. Ambedkar Hastshilp Vikas Yojna

(i) Dastkar Shashktikaran Yojna
(ii) Design & Technology Upgradation
(iii) Human Resource Development
(iv) Direct Benefit to Artisans
(v) Infrastructure and Technology Support
B. Mega Cluster
II. Marketing Support & Services.
III. Research and Development

In addition to the above, MoU has been signed between Ministry of Textiles, Office of the Development Commissioner (Handicrafts) and National Scheduled Caste Finance Development Corporation under Ministry of Social Justice and Empowerment with an objective of overall economic upliftment of Handicrafts artisans belonging to SC category.

Another MoU has been signed between Ministry of Textiles, Office of the Development Commissioner (Handicrafts) and National Backward Classes Finance and Development Corporation (NBCFDC) under Ministry of Social Justice and Empowerment with an objective to implement various activities of Handicrafts in the country for the OBC artisans through eligible field organizations working for promotion of handicrafts at cluster level.

(b): The traditional products are marketed through marketing events organized throughout the country as detailed below:-

(i) National level fairs, Exhibitions, Gandhi Shilp Bazars, Craft Bazars under Domestic Marketing events.

(ii) Fairs, exhibitions, thematic show, Stand Alone Shows/ road shows, cultural Exchange Programmes etc. under International marketing events.

(iii) Brand Promotion and Publicity.

Any artisan including tribal artisans can apply for participation in marketing events on line/offline through the Assistant Director of the concerned Marketing and Service Extension Centre for participation in different marketing events like National level Mela, Gandhi Shilp Bazaar/Craft Bazars, Exhibitions.

(c): India Handmade Bazar- Direct marketing portal for handicrafts artisans has been launched to provide direct market access facility to genuine handicrafts artisans including tribal artisans working in the far flung areas. Any handicraft artisan registered under pehchan can utilize this portal for marketing their products. This initiative will certainly provide Global Marketing Platform and will certainly

reduce the distance between the markets and the places where traditional products/handicrafts are being produced.

(d): The Government has recently taken following initiatives to encourage traditional textile industry in the country:-

1. Nation−wide Artisans I Card campaign named 'Pehchan' has been launched to register handicraft artisans working in different craft categories.

2. Special project for Integrated Development and Promotion of Handicrafts has been sanctioned for Tamil Nadu, Jharkhand, Uttarakhand, Kerala, Madhya Pradesh, Arunachal Pradesh, Varanasi (U.P.), Karnataka, Telangana and Bihar States at a project cost of 208.81 crores. Rs. 74.79 has been released. Under These projects Design Interventions, Skill Upgradation training (Soft and Hard) Distribution of Tools, Setting up of Common Facility Centres, and Marketing exhibitions will be undertaken so that the artisans productivity and income gets increases. Under these projects 158805 handicrafts artisans will be benefitting directly and indirectly.

3. Under the programme namely "Linking Textiles with Tourism" major tourist places are being linked with Handicrafts Clusters and Infrastructure Support combined with Soft interventions to create awareness, and value-proposition for handicraft items, and also create demand in domestic market, publicity campaign has been initiated.

4. To provide Marketing Support & Services to artisans Textiles India Fair, Integrated Mega Events in Mega Cities and Bharat Parv at Delhi during Independence Day and Republic day celebration has been started recently.

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